

## **DETAILED ACTION**

### ***Response to Arguments***

1. Applicant's arguments filed 7/7/08 have been fully considered but they are not persuasive.

The applicant mainly argues that the references Sjoblom and Berezowski do not disclose a method of transmitting parallel information.

Firstly, the examiner respectfully disagrees that the references Sjoblom and Berezowski does not disclose a method of transmitting parallel information. The examiner would like to draw the applicant's attention to Sjoblom's reference especially to paragraphs 9,23,24,27,30,55 and 57.

The Sjoblom references in these cited sections clearly indicates that the information server is synchronized with the broadcast media server and the user receives the information from the information server pertaining to a specific broadcast program from the information server and this is returned to the user as parallel information.

Further to the argument that there is no indication in the reference that the information sent is a template for displaying visual information, this is discussed in light of a new reference as submitted below.

Therefore the rejection of the claims as discussed below is considered proper.

### ***Claim Rejections - 35 USC § 103***

1. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

2. Claims 1, 2, 5, 7-12, 15, 16-25, 27,29 are rejected under 35 U.S.C. 103(a) as being unpatentable over Sjoblom [US 2004/0049779] in view of Schiff [US 2003/0158777].

Regarding claim1, Sjoblom discloses a method of interactive television. Sjoblom further discloses a method for collecting information on an audience of a broadcast media stream, characterized by:

- connecting a radio telecommunication system and a broadcast system to perform a media system; See Fig. 1 where the broadcast system 1 is connected to the radio telecommunication system 7-9 and paragraphs 7-9
- broadcasting a media stream on at least one broadcast channel of the broadcast system; see paragraphs 8,54,87-89
- transmitting parallel information on at least one parallel channel which parallel information is associated and synchronized with the media stream of at least one broadcast channel; see paragraphs 9,23 paragraph 90, lines 1-6
- connecting the audience to the media system as passive users or active users, the active users receiving the parallel information and the passive users not receiving the parallel information; see paragraphs 79, 89, 90 where the active users are the users who are participating in the interactive television and only those that are registers as users participating in interactive television receive the parallel information from the information server.

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- collecting information on the audience connected to the media system, the information being on active users and/or passive users; see paragraphs 27,28,30,38,41,46,60
- processing the collected information in a predetermined way; see paragraphs 28, 42,47,60 where the profile of the audience that is collected is processed in a way that the information server sends information specific to the user's location and/or user's demographics

However, Sjoblom does not disclose a method of transmitting templates for a screen menu or for showing the collected audience information to a user terminal.

Schiff, in the same field of endeavor, teaches a method of transmitting templates for a screen menu or for showing the collected audience information to a user terminal. See paragraphs 68,82

Therefore it would have been obvious to one with ordinary skill in the art at the time the invention was made to provide the above teaching of Schiff of transmitting templates for a screen menu or for showing the collected audience information to a user terminal of Sjoblom in order to provide a more enhanced user experience.

Regarding claim 2, Sjoblom further discloses a method wherein the audience has an interactive connection to the media stream system via an interactive menu shown on the screen of a user terminal. See paragraphs 57, 62

Regarding claim 5, Sjoblom further discloses a method wherein templates for the interactive menu or showing the collected information are ready-made, stored in a user terminal and being

modified according to the parallel information. See paragraphs 11, 16, 39-43. Here Sjoblom discloses a method wherein a set of information pre-stored in the user's terminal is displayed and later new set of information is sent to the user based on the information of the user such as

Regarding claim 7, Sjoblom further discloses a method wherein the information on the active users is collected by using an interactive menu on the screen of a user terminal comprising options to be selected and by using the parallel channel as a feedback channel for transmitting the user selections. See paragraphs 39-43 wherein the location information is collected from the audience and sent to the server as a feedback channel so that appropriate advertisement based on the user's location can then be sent to the user. See also paragraph 61

Regarding claim 8, Sjoblom further discloses a method wherein the parallel information is transmitted as a packet transmission. See paragraph 10 where GPRS is used for packet transmission.

Regarding claim 9, Sjoblom further discloses a method wherein location information on the audience is collected. See paragraphs 38 and 60

Regarding claim 10, Sjoblom further discloses a method wherein collected information is used for searching for at least one of good times, geographical areas and/or modes for advertising. See paragraphs 38-43

Regarding claim 11, Sjoblom further discloses a media system for collecting information on the audience of a broadcast media stream comprising:

- means for broadcasting a media stream on at least one broadcast channel of the broadcast system, the broadcast system being part of the media system. See Fig. 1 where the broadcast system 1 is connected to the radio telecommunication system 7-9 and paragraphs 7-9 and paragraphs 54, 87-89
- means for transmitting parallel information on at least one parallel channel which parallel information is associated and synchronized with the media stream of at least one broadcasting channel using a radio telecommunication system of the media system; see paragraphs 9,23 paragraph 90, lines 1-6
- means for connecting the audience to the media system as passive users or active users, the active users receiving the parallel information and the passive users not receiving the parallel information; see paragraphs 79, 89, 90 where the active users are the users who are participating in the interactive television and only those that are registers as users participating in interactive television receive the parallel information from the information server.
- processing the collected information in a predetermined way; see paragraphs 28, 42,47,60 where the profile of the audience that is collected is processed in a way that the information server sends information specific to the user's location and/or user's demographics

However, Sjoblom does not disclose a method of transmitting templates for a screen menu or for showing the collected audience information to a user terminal.

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Schiff, in the same field of endeavor, teaches a method of transmitting templates for a screen menu or for showing the collected audience information to a user terminal. See paragraphs 68,82

Therefore it would have been obvious to one with ordinary skill in the art at the time the invention was made to provide the above teaching of Schiff of transmitting templates for a screen menu or for showing the collected audience information to a user terminal of Sjoblom in order to provide a more enhanced user experience.

Regarding claim 12, Sjoblom discloses a method further comprising an interactive menu shown on the screen of a user terminal for connecting the audience via an interactive connection to the media stream system. See paragraphs 57, 62

Regarding claim 15, Sjoblom discloses a method further comprising means for storing ready-made templates for the interactive menu or showing the collected information and modifying them according to the parallel information. See paragraphs 11, 16, 39-43. Here Sjoblom discloses a method wherein a set of information pre-stored in the user's terminal is displayed and later new set of information is sent to the user based on the information of the user such as

Regarding claim 17, Sjoblom discloses a method further comprising means for collecting information on active users by using an interactive menu on the screen of a user terminal comprising options to be selected and by using the parallel channel as a feedback channel for transmitting the user selections. See paragraphs 39-43 wherein the location information is

collected from the audience and sent to the server as a feedback channel so that appropriate advertisement based on the user's location can then be sent to the user. See also paragraph 61

Regarding claim 18, Sjoblom discloses a method further comprising means for transmitting the parallel information as a packet transmission. See paragraph 10 where GPRS is used for packet transmission.

Regarding claim 19, Sjoblom discloses a method further comprising means for collecting location information on the audience. See paragraphs 38 and 60

3. Claims 20, 29 are rejected under 35 U.S.C. 103(a) as being unpatentable over Sjoblom [US 2004/0049779] and Schiff [US 2003/0158777] in view of Sull [US 2003/0177503]

Regarding claim 20, Sjoblom discloses a method for collecting information on an audience of a media stream broadcast by a media system characterized by:

- receiver configured for receiving parallel information on at least one parallel channel which parallel information is associated and synchronized with the media stream of at least one broadcast channel of the broadcast system, the broadcast system being a part of the media system; see paragraphs 9,23 paragraph 90, lines 1-6
- controller block configured for connecting the audience to the media system as passive users or active users, the active users receiving the parallel information and the passive users not receiving the parallel information; see paragraphs 79, 89, 90 where the active users are the users who are participating in the interactive television and only those that

are registers as users participating in interactive television receive the parallel information from the information server.

- processor configured for changing a parallel information reception state according to the user's selections; see paragraphs 38-43 and paragraph 61
- transmitter configured for transmitting selections made by active users for collecting information on the audience connected to the media system; see paragraphs 38-43 and paragraph 61

However, Sjoblom does not disclose a method of transmitting templates for a screen menu or for showing the collected audience information to a user terminal.

Schiff, in the same field of endeavor, teaches a method of transmitting templates for a screen menu or for showing the collected audience information to a user terminal. See paragraphs 68,82

Sjoblom and Schiff do not disclose a method of modifying the templates and storing of the templates.

Sull, in the same field of endeavor, teaches a method of modifying the templates and storing of the templates. See paragraph 163

Therefore it would have been obvious to one with ordinary skill in the art at the time the invention was made to provide the above teaching of Sull to modified Sjoblom in order to provide a more enhanced user experience.

Regarding claim 21, Sjoblom discloses a method further comprising means for the audience to have an interactive connection to the media stream system via an interactive menu. See paragraphs 57, 62

Regarding claim 22, Sjoblom discloses a method further comprising means for active users to make their selections by using a visual menu on the screen of a user terminal comprising options to be selected. See paragraphs 39-43 wherein the location information is collected from the audience and sent to the server as a feedback channel.

Regarding claim 23, Sjoblom discloses a method further comprising means for transmitting and receiving parallel information as a packet transmission. See paragraph 10 where GPRS is used for packet transmission.

Regarding claim 24, Sjoblom discloses a method further comprising means for collecting information on active users by using an interactive menu on the screen of a user terminal comprising options to be selected and by using the parallel channel for transmitting the user selections. See paragraphs 39-43 wherein the location information is collected from the audience and sent to the server as a feedback channel so that appropriate advertisement based on the user's location can then be sent to the user. See also paragraph 61

Regarding claim 25, Sjoblom discloses a method for collecting information on an audience of a broadcast media stream, the method comprising:

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- connecting a radio telecommunication system and a broadcast system to perform a media system, broadcasting a media stream on at least one broadcast channel of the broadcast system; See Fig. 1 where the broadcast system 1 is connected to the radio telecommunication system 7-9 and paragraphs 7-9 see paragraphs 8,54,87-89
- transmitting parallel information on at least one parallel channel which parallel information is associated and synchronized with the media stream of at least one broadcast channel; see paragraphs 9,23 paragraph 90, lines 1-6
- connecting the audience to the media system as passive users or active users, the active users receiving the parallel information and the passive users not receiving the parallel information; see paragraphs 79, 89, 90 where the active users are the users who are participating in the interactive television and only those that are registers as users participating in interactive television receive the parallel information from the information server.
- collecting information on the audience connected to the media system, the information being on active users or passive users; see paragraphs 27,28,30,38,41,46,60
- processing the collected information in a predetermined way. see paragraphs 28, 42,47,60 where the profile of the audience that is collected is processed in a way that the information server sends information specific to the user's location and/or user's demographics

However, Sjoblom does not disclose a method of transmitting templates for a screen menu or for showing the collected audience information to a user terminal.

Schiff, in the same field of endeavor, teaches a method of transmitting templates for a screen menu or for showing the collected audience information to a user terminal. See paragraphs 68,82

Therefore it would have been obvious to one with ordinary skill in the art at the time the invention was made to provide the above teaching of Schiff of transmitting templates for a screen menu or for showing the collected audience information to a user terminal of Sjoblom in order to provide a more enhanced user experience.

Regarding claim 27, Sjoblom discloses a method for collecting information on the audience of a broadcast media stream, the media system comprising:

- broadcast system configured for broadcasting a media stream on at least one broadcast channel of the broadcast system, the broadcast system being part of the media system.

See Fig. 1 where the broadcast system 1 is connected to the radio telecommunication system 7-9 and paragraphs 7-9 see paragraphs 8,54,87-89

- radio telecommunication system configured for transmitting parallel information on at least one parallel channel which parallel information is associated and synchronized with the media stream of at least one broadcasting channel using a radio telecommunication system of the media system; see paragraphs 9,23 paragraph 90, lines 1-6
- radio telecommunication system configured for connecting the audience to the media system as passive users or active users, the active users receiving the parallel information and the passive users not receiving the parallel information; see paragraphs 79, 89, 90 where the active users are the users who are participating in the interactive television and

only those that are registers as users participating in interactive television receive the parallel information from the information server.

- Server configured for collecting information on the audience connected to the media system, the information relating to active users or passive users; see paragraphs 27,28,30,38,41,46,60
- Server configured for processing the collected information in a predetermined way. see paragraphs 28, 42,47,60 where the profile of the audience that is collected is processed in a way that the information server sends information specific to the user's location and/or user's demographics

However, Sjoblom does not disclose a method of showing the collected audience information on the screen of a user terminal.

Berezowski, in the same field of endeavor, teaches a method of showing the collected audience information on the screen of a user terminal. See paragraphs 8-12

Therefore it would have been obvious to one with ordinary skill in the art at the time the invention was made to provide the above teaching of Berezowski of displaying the audience information on the user terminal of Sjoblom in order to guide the user in selecting media.

***Claim Rejections - 35 USC § 103***

1. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

2. Claims 3,13 are rejected under 35 U.S.C. 103(a) as being unpatentable over Sjoblom [US 2004/0049779] and Schiff [US 2003/0158777] in view of Smith [US 2003/0006911].

Regarding claim 3, Sjoblom and Schiff disclose all the limitations as claimed. However they do not disclose a method of collecting the information on the audience in a memory.

Smith, in the same field of endeavor, teaches a method of collecting the information on the audience in a memory. See paragraph 120 where the client profile is stored in the database for later retrieval.

Therefore it would have been obvious to one with ordinary skill in the art at the time the invention was made to provide the teachings of Smith to modified Sjoblom in order to have the profile of the users stored centrally in order for faster retrieval of information when required based on the user's profile database.

### ***Conclusion***

3. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period

will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Sujatha Sharma whose telephone number is 571-272-7886. The examiner can normally be reached on Mon-Fri 7.30am - 4.00pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Matthew D. Anderson can be reached on 571-272-4177. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

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October 21, 2008

Application/Control Number: 10/511,767  
Art Unit: 2618

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